

## Social networking comes to DFAIT

PLANS ARE CURRENTLY underway to bring social networking, à la 2008, to the department. Social networking, which is based on shared interests and activities, has come to revolutionize the way we communicate and share information. As part of our Transformation agenda, the department will be introducing innovative and interactive tools for collaboration and networking into our everyday working environment. Within a year, employees will find a corporate facebook account, wikis and blogs integrated into their everyday work life. It is expected that overall decision making will improve because individual corporate knowledge will now become collective and accessible. Given DFAIT staff's proclivity for changing jobs and postings, it is critical that employees have the ability to access information and expertise at all levels and in every area of DFAIT. As the department begins to roll out these products, employees will be invited to participate in information sessions that will better explain the overall benefits of these tools and how to use them.

## Celebrating Canada's Diversity

TO CELEBRATE CANADA'S diversity on February 29, DFAIT's Visible Minorities Committee hosted a presentation by two keynote speakers: Barry Myers, Professor of Social Sciences and editor of the *International Review of Indigenous Cultures* and Heather Hamilton, an executive in the public service who began her career about 15 years ago as an administrative assistant. Ms.

Hamilton noted that the public service often tries to ignore racial or ethnic differences because people tend to be uncomfortable with pointing them out. She said the public service should view these differences not as flaws but rather as strengths that could better inform and move a discussion. The day also featured the Gospel Youth Singers choir as well as a tempting multicultural menu in the cafeteria.

## Lifting a glass to Canada

BOTH DEPUTY MINISTERS are strongly encouraging posts to serve Canadian wine when extending official hospitality and take advantage of the Canadian Wine Initiative (CWI) when ordering wine. Over three years ago, DFAIT established the CWI, an ordering and consolidation system designed to facilitate shipments of Canadian wine to missions. Our deputy ministers, along with our ministers, consider serving Canadian wine an important part of our public diplomacy efforts to brand Canada internationally. Moreover, the industry views the CWI and use of Canadian wine by posts as a vital step in building Canada's global reputation and contributing to the wine industry's market development and international branding efforts. Both Old and New World wine producing countries have used their missions to promote their respective industries, and through serving their wines, have cultivated a sophisticated, cultured image abroad. Further information may be obtained by contacting Janet Dorozynski, the officer responsible for the CWI and Trade Commissioner for Canadian wine, spirits and beer in the Business Sectors Bureau (BMM).



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Pictures for our *In Pictures* segment should also be submitted via e-mail.

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